



COMPANY PROFILE / PUBLIC EDITION

TURN TELECOM CONNECTIVITY INTO REVENUE.

VAS Service Delivery Platform · Call completion · Voice · Messaging · AI

PUBLIC EDITION / 2026

MNO CHANNELS

ZEXTel SERVICE
DELIVERY

ADDITIONAL DIGITAL
REVENUE

MNO PARTNERSHIPS / MULTI-MARKET DELIVERY

● CAPABILITY EVOLUTION

Built in telecom since 2011.

- 2011 / FOUNDATION
IVR, USSD and SMS VAS for mobile operators
- CALL & VOICE EXPANSION
MCN, BCM/BTM, VMS, DiaLogger, Bulk IVR and RBT
- PLATFORM EVOLUTION
Service Delivery Platform and multi-operator VAS delivery
- DIGITAL PORTFOLIO
Messaging, quizzes, games, VOD, music, portals and loyalty
- CURRENT EVOLUTION
AI-based IVR and localized operator-billed voice services

15+

YEARS IN MARKET

17+

MOBILE OPERATORS

13

OPERATING MARKETS

8M+

SUBSCRIBER BASE

Four capability families. One route to digital revenue.

01 / MOBILE VAS PLATFORMS

Delivery & control

VAS SDP / VAS DP
activation · charging · subscriber
care
fraud control · multi-MNO
USSD / SMS services

02 / TELCO PLATFORMS

Network-event services

MCN · Short Call · Pay for Me
Low Balance · BCM / BTM · VMS
DiaLogger · Bulk IVR · RBT

03 / DIGITAL PORTFOLIO

Content & engagement

Games · quizzes · VOD · music
MNO-branded portals
sports · kids · learning · lifestyle

04 / AI SOLUTIONS

Voice-first AI

AI Voice / IVR agents
localized conversations
learning · support · entertainment

● ONE PLATFORM / EVERY SUBSCRIBER CHANNEL

Connect operator access to live service families.

A high-availability delivery layer connects network channels, charging and subscriber-facing services in one managed environment.

OPERATOR CHANNELS

VOICE / IVR

SMS

USSD

WEB / APPS

DIRECT BILLING

ZEXTEL

VAS SERVICE DELIVERY PLATFORM

HIGH AVAILABILITY
REDUNDANT DELIVERY
MULTI-OPERATOR

LIVE SERVICE FAMILIES

CALL MONETIZATION

VOICE PLATFORMS

MESSAGING / USSD

AI VOICE

DIGITAL CONTENT

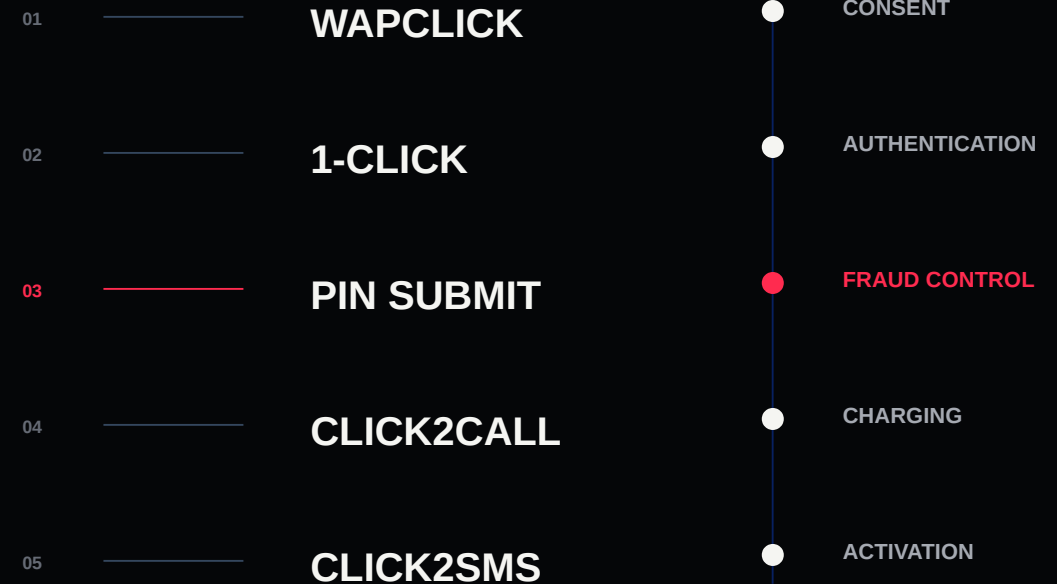
Four service domains carry each product from access to daily operation.

01	NETWORK & CHANNEL INTEGRATION	Voice and IVR · SMS · USSD · web and mobile services · direct billing · call centre · self-care
02	SERVICE ACTIVATION & CHARGING	Subscription and transaction services · configurable charging · consent · fraud controls · trials · product activation
03	CONTENT & SERVICE DELIVERY	Inbound and outbound voice · messaging campaigns · interactive services · localized digital portals
04	OPERATIONS, QUALITY & FRAUD CONTROL	Consent verification · traffic validation · anomaly monitoring · duplicate-event controls · support · self-care

● OPERATOR-APPROVED ACCESS PATHS

Multiple entry flows. One controlled service path.

The access method can change by market, channel and operator policy. Consent, authentication, fraud-prevention controls, charging and service activation remain visible operating steps.

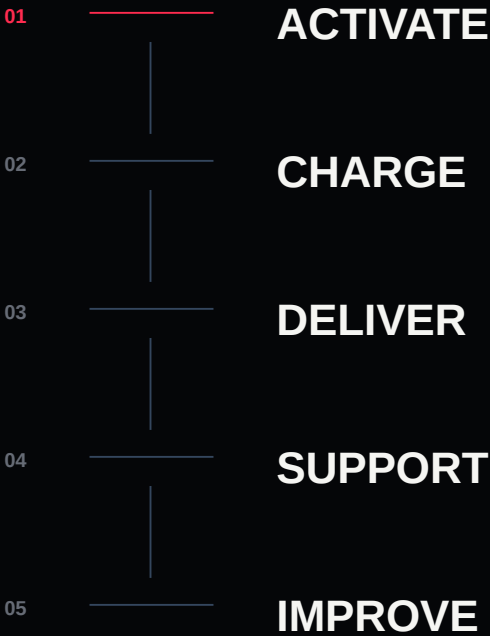


CARRIER-GRADE DELIVERY MODEL

Availability, charging and care are part of the product.

HIGH AVAILABILITY	Redundant service delivery designed for continuous operator-facing operation.
QUALITY & FRAUD CONTROL	Consent verification, traffic validation, anomaly monitoring and investigation-ready reporting.
SUBSCRIBER CARE	Call-centre integration, self-care access and operational support across the service lifecycle.

SERVICE OPERATING LOOP



RECOVER NETWORK MOMENTS

Missed, busy and low-balance calls become service opportunities.

zextel's call completion suite turns failed or interrupted call attempts into clear subscriber actions that restore communication and generate additional traffic.

MCN Missed Call Notification	SHORT CALL Recover incomplete call attempts	PAY FOR ME Sponsored call completion
LOW BALANCE Balance-aware service prompt	BCM / BTM Busy-call recovery	WRONG DIAL Redirect failed dial attempts

NETWORK EVENT

ELIGIBILITY

SUBSCRIBER ACTION

A voice stack for messaging, campaigns and branded audio services.

01	VOICE MESSAGE SYSTEM	VMS	Store and deliver voice messages as an operator service.
02	DIALOGGER	VOICE DATA	Capture and manage voice-service activity for operation and reporting.
03	BULK IVR	CAMPAIGNS	Run inbound or outbound interactive voice campaigns at operator scale.
04	RING BACK TONE	RBT	Deliver branded and entertainment audio during the call setup experience.

ALSO IN PORTFOLIO / TOPTON · IVR RADIO · IVR HORO · CALL TO FUN

● OPERATOR-CONTROLLED ENGAGEMENT

Messaging and post-call channels create repeat interaction.

Bulk messaging, API-to-SMS (API2SMS), subscriptions and interactive services can be adapted to local behaviour while remaining inside familiar operator channels.

PROMPT → CONSENT → FRAUD CONTROL → CHARGE → DELIVER

MESSAGING

BULK SMS PLATFORM

API2SMS

SMS SUBSCRIPTIONS

SMS QUIZ

USSD / POST-CALL

USSD TAILS

INTELLIGENT END-OF-CALL

USSD AGENT

INTERACTIVE USSD SERVICES

Localized content travels through the channel that fits the market.

The same portfolio can combine operator billing, branded portals and interactive mechanics across voice, messaging and digital access.

SMS

IVR

USSD

WEB / MOBILE

01

GAMES & QUIZZES

Web quiz · game quiz ·
SMS/IVR quiz

02

VIDEO & MUSIC

VOD · music · audio
experiences

03

SPORTS & FAN

Scores, stories and repeat-
use fan services

04

KIDS & LEARNING

Education, stories and
family-safe experiences

05

LIFESTYLE & WELLNESS

Localized daily-use service
bundles

06

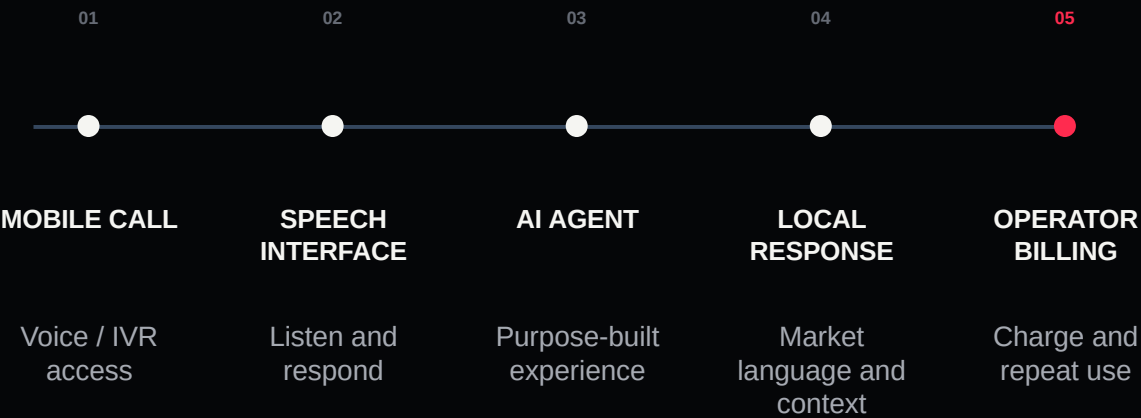
AI EXPERIENCES

Voice and messaging
concepts around useful
agents

AI THROUGH THE MOBILE VOICE CHANNEL

Turn an ordinary call into a practical AI service.

AI-based IVR combines familiar mobile access, localized conversation and operator billing — without requiring a smartphone app.



One AI Voice platform supports multiple repeat-use service concepts.

01

SMART ASSISTANT

Everyday information and practical support

02

LEARNING TUTOR

Language, knowledge and guided learning

03

COOKING ASSISTANT

Recipes and step-by-step voice guidance

04

SPORTS COMPANION

Teams, matches and fan conversation

05

STORYTELLER

Interactive stories and family entertainment

06

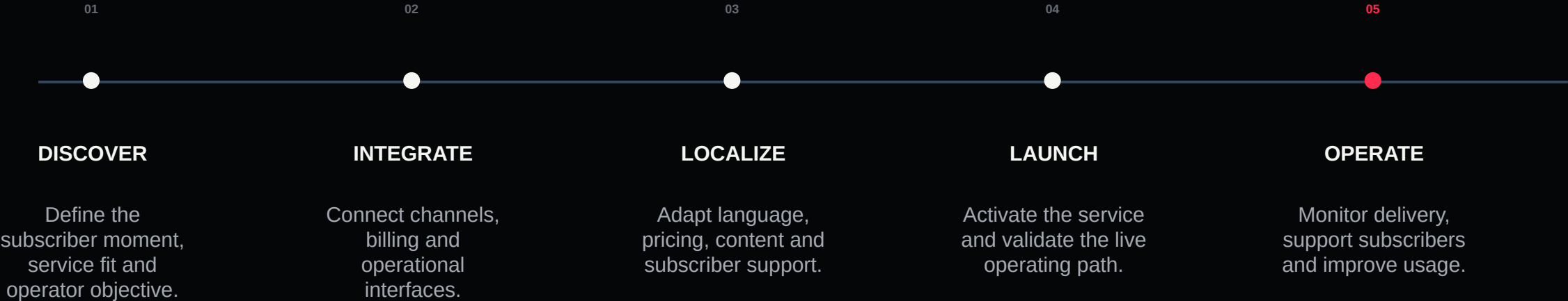
LIFESTYLE COMPANION

Localized conversation and daily engagement

● FROM PRODUCT FIT TO LIVE OPERATION

The work continues after launch.

zextel aligns the product, operator environment and service operation before scaling the commercial model.



One operating ecosystem. Four ways to create value.

The proposition changes by partner role — without repeating the product catalogue.

MNO / MOBILE OPERATORS

MONETIZE NETWORK MOMENTS

Managed VAS, digital and AI services with integration, localization and live operations.

VALUE / faster launches · additional revenue · lower operating load

CARRIER BILLING AGGREGATORS

EXPAND DEPLOYMENT-READY INVENTORY

Operator-compatible services, entry flows, charging paths and quality / fraud controls.

VALUE / richer portfolio · faster MNO activation · higher-quality billing volume

CONTENT OWNERS / PROVIDERS

TURN IP INTO OPERATOR-BILLED PRODUCTS

Package and localize content for SMS, USSD, IVR, web and mobile delivery.

VALUE / new subscriber reach · carrier-billing distribution · managed lifecycle

TRAFFIC / MEDIA BUYERS

SCALE CONTROLLED ACQUISITION

Operator-approved entry flows, multi-vertical inventory and transparent traffic validation.

VALUE / clearer conversion paths · fraud control · sustainable campaigns

COMMERCIAL OPTIONS / MANAGED LAUNCH · REVENUE SHARE · PLATFORM DEPLOYMENT · CAPEX / OPEX

Global platform discipline. Local service intelligence.

Products, journeys, content, pricing and subscriber support are adapted to each operating market.

13

OPERATING MARKETS

CAUCASUS & CENTRAL ASIA	AZ	KZ	UZ	KG	TJ
EASTERN MEDITERRANEAN	NCY				
SOUTH & SOUTHEAST ASIA	MM	PK	BD		
AFRICA	ET	KE	TZ	GH	

A practical partner between operator infrastructure and income.

01 OPERATOR-NATIVE

Products are shaped around carrier channels, billing and subscriber behaviour.

02 PROVEN PRODUCT DEPTH

A real portfolio across call completion, voice, messaging, USSD, digital and AI.

03 END-TO-END DELIVERY

Product, platform, content, integration and live operations in one working model.

04 LOCAL EXECUTION

Service language, commercial mechanics and support adapt to each market.



● NEXT OPERATOR OPPORTUNITY

BUILD THE NEXT REVENUE LINE.

Share the subscriber moment, network opportunity or portfolio gap. We will shape the right product, platform and operating conversation.

OPERATOR SOLUTIONS / 13 MARKETS

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MOBILE VAS
SERVICE DELIVERY PLATFORM
AI VOICE · DIGITAL CONTENT

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